



Town of Medway
Economic Development Committee Minutes-Draft
Thursday, January 17, 2019
Medway Town Hall
155 Village Street
Medway, MA 02053

MEMBERS PRESENT:

Keith Peden, Chair, Deanna Kaiser Doughty, Vice Chair, Jennifer Kendall and Rich Di Iulio

MEMBERS ABSENT:

Zach Knowlton, Anthony Varrichione and Paul Yorkis

ALSO PRESENT:

Barbara J. Saint Andre, Director, Community and Economic Development
Wendy Harrington, Recording Secretary
Carla Cataldo, Cultural Council

Vice Chairman Kaiser-Doughty opened the meeting at 7:11 pm.

There were no public comments.

A presentation was made by Bob Nash and Lauren Wolk of the Cape Cod Cultural Council.

Mr. Nash and Ms. Wolk came before the Committee to talk about their grass root effort in the Town of Yarmouth to rehab an abandoned bank into the Cultural Center of Cape Cod. The presenters spoke of the rehab of the building that had been abandoned for 21 years. They showed a slide show of the transformation. Once the rehab was completed, they received a Preservation Award for Adaptive Reuse.

Since opening they have served every population, school kids and the elderly as well as those with developmental challenges. "All the Arts for All" is their moto. Below is a list of some of the uses that have taken place at the Cultural Center:

- Birthday parties, weddings, showers, business meetings (1500 events per year)
- Artisan galleries (must be a Cape Cod artist to show product there). Artists of all types, shapes and sizes: literature, performance, music and crafts
- Fundraisers for various organizations
- Music events, most every Saturday night and most Saturday afternoons as well

- Since opening in 2007, have served 200,000 people
- Youth at risk program called Rise and Shine which started in 2008 in conjunction with the District Attorney's office and Social Services. A young offender's program where skills are taught has been very successful.
- Partner with Huntington Theatre program

They also discussed the expansion of the Cultural Center to include an additional wing. In 2010 the Town of Yarmouth approved \$400,000 in Community Preservation Act funding to help build an educational wing on the site of the former Owl Club next door. It took 4 years to attempt to rehab that next-door property and finally it was torn down and a new building was built to its likeness. The original building was infested with mold and could not be saved. The educational wing now houses a recording studio and ceramic arts studio.

It was important for the building to be self-sustaining. Outside of the Owl Club is a café with a culinary arts kitchen and chef located inside. There are five artist studios which are rented out and that income pays for the entire building.

For background on the entire project the following timeline was presented:

2001 non-profit was formed

2007 building opens to the public

2010 capital campaign for education wing begins

2016 education wing opens to the public

Mr. Nash and Ms. Wolk suggested looking into preserving a building which enables you to take advantage of historical and Community Preservation Act funds.

The presenters felt that if this was a town managed project it would not have been successful due to all of the government requirements for such a project. Being a non-profit gave more freedom and made it easier to raise funds. They suggested finding an older building to renovate and use that to rent out space to artists and theatre groups.

Member Kendall talked of the maker space at the library, which is popular and could use more space to accommodate the demand. She agreed that goal-oriented people that want to get the job done are needed, who are always searching for donations and are interested in running fund raisers. Chairman Peden believes that if there is space for the artists they will take advantage of what is available to them. He also suggested maybe the maker space could move to open space in the Middle School. The presenters agreed with Chairman Peden. Give them the space and they will come.

Mr. Nash would be willing to act as a mentor once a location is found, to help get the ball rolling. He did explain the economic benefits to the Town as far as restaurants and hotels. He also talked of how during infancy there are many who will donate time but eventually staff would need to be hired to run the facility.

Mr. Nash and Ms. Wolk concluded their presentation at 8:06pm.

Development Handbook:

Vice Chairman Kaiser Doughty worked with Ms. Johnston, the Town Communications Director, on the Medway Business Guide to incorporate the goals previously mentioned of the EDC, the Town of Medway and stake holders.

The draft document was reviewed, some highlights presented are as follows:

- First page mirrors the Dedham Guide with some contacts and a brief introduction
- Page two lists key contacts, Town Clerk etc.
- Process for starting a business, licensing, site plan review, design review and variances are included
- Key points going to Ms. Johnston, the document shows how business friendly Medway is, it conveys we would like their business.
- Vice Chair Kaiser Doughty's thoughts on some changes:
 - rework the first page to be more friendly
 - rewrite getting started and the introduction
 - add a table of contents
 - add a welcome letter with quick facts and stats, to try to sell the town to someone considering starting a business here
 - add quotes from businesses already located here
 - an electronic pdf, pdf browser which makes it easy to browse and flip through pages online

Ms. Johnston has an intern working with her and they are doing a great job getting this going. Vice Chair Kaiser Doughty was pleased with the first version and should be on track for another version out mid-February.

Ms. Saint Andre feels this handbook has a different, friendlier tone than the previous one. Chair Peden wants to reach out to any groups who worked on the prior handbook to include them in the process. Vice Chair Kaiser Doughty suggested soliciting for feedback from other committees that have had previous input.

Goals of the handbook should be discussed at the next meeting. The handbook should then be reviewed after consideration of those goals. It was also suggested Julie Dennehy be consulted for her input before presenting to Medway Business Council for their input.

Oak Grove Zoning Task Force:

Ms. Saint Andre explained the Task Force has been meeting weekly to continue review of the proposed zoning by-law amendments. The length of the draft has been reduced. Once the entire document has been reviewed once, there will be another iteration and then the document will be presented to other boards, such as the Board of Selectmen and the Finance Committee for final review, before a public outreach is scheduled.

Business Community Opportunity Development:

Chairman Peden has spoken to Town Administrator Boynton and agrees that this Committee will help to support a ribbon cutting ceremony. The event will be held at the

completion of the Route 109 project. This group will act as a facilitator to help provide a result that will leave people feeling good about the Route 109 project. Credit will be given where credit is due, and efforts will be taken to not ruffle any feathers. We will work with Ms. Dennehy to make sure the event happens. Thought will be given to food trucks, cultural and performance type activities.

Use of Economic Data:

Member Knowlton was not present at tonight's meeting, but Mr. Peden has spoken to him and this is a work in progress. They spoke about a one-page document and Mr. Knowlton will work on gathering more information for the statistical data sheet, for the next meeting.

Cultural Council:

No report currently.

Approval of minutes: December 20, 2018:

On a motion made by Mr. Peden, and seconded by Mr. Di Iulio, the Economic Development Committee voted unanimously to accept the minutes from December 20, 2018 as distributed.

Other Business:

- Ms. Saint Andre distributed copies of the MetroWest Massachusetts 2019 Guide. She suggested the Committee should consider submitting more Medway information, Medway businesses and events for next year's version.

Next meeting:

- Thursday, February 21, 2019 at 7:00 pm.

Adjourn:

On a motion made by Mr. Peden, and seconded by Mr. Di Iulio, the Economic Development Committee voted unanimously to adjourn the meeting at 8:27 pm.

Respectfully Submitted,

Wendy Harrington
Recording Secretary

Reviewed and edited by Barbara J. Saint Andre, Director, Community and Economic Development

List of Documents Reviewed at the Meeting

1. Draft of Development Handbook
2. Handout from Cape Cod Cultural Center